

More than just a pretty wrapping: the essential role of packaging for spirits

spiritsEUROPE WEBINAR



21 SEPTEMBER 2021

from 14h00 to 16h30

ONLINE REGISTRATION*



#SpiritOfSustainability

Spirit drinks are closely linked to their packaging.

Iconic packaging is one of the key identifiers of specific spirit drinks and plays an important role in the premiumisation process. The upcoming revision of the EU Packaging & Packaging Waste Directive will impact on our sector and will allow us to actively drive our sustainability agenda ahead.

Join the first spiritsEUROPE conference on packaging to discover the role different packaging formats play for our sector, their individual sustainability credentials and ambitions.

Our expectation is to convince you that for spirits, packaging is “more than just a pretty wrapping”!



14:00 / 14:10

Opening Statement



ULRICH ADAM - Director General - spiritsEUROPE

Ulrich Adam has been Director General of spiritsEUROPE since January 2018.

Prior to joining spiritsEUROPE, he was Secretary General of the European Agricultural Machinery Industry Association (CEMA) from 2013 until 2018.

Previously, he worked for 9 years in the Brussels office of the international consultancy firm Hill+Knowlton Strategies, advising a wide range of companies and associations on EU legislation, with a particular focus on EU policies in the areas of food, health and agriculture.

A German national, Ulrich holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).

14:10 / 14:20

Introduction of the speakers and programme



SARAH MELINA SIEBEL - Director Internal Market - spiritsEUROPE

Sarah Melina is the Director Internal Market at spiritsEUROPE. In this capacity, she also heads the organisation's work on sustainability. Prior to joining spiritsEUROPE, Sarah Melina managed the advocacy work of ACE – The Alliance for Beverage Cartons and the Environment and EMPAC – The European Metal Packaging Association. The Packaging and Packaging Waste Directive is therefore no new territory for her.

14:20 / 14:35

European Packaging Policies: Challenges and opportunities, what is at stake for the industry?



FRANCESCA STEVENS - Managing Director EUROPEN

Francesca Stevens will provide an update on the ongoing review of the Packaging and Packaging Waste Directive (PPWD). The presentation will inform participants of the state-of-play of discussions on the review, explain what is at stake and the opportunities this review brings for the packaging sector. The presentation will also explore how a rigorous implementation of the Single Market principles are key to ensure the success of the European Green Deal and upcoming revised PPWD.

Francesca Stevens is the Managing Director of EUROPEN, the European Organisation for Packaging and the Environment, comprised of companies representing the packaging supply chain and national packaging associations. As experienced public affairs professional, prior to joining EUROPEN, Francesca led Government Affairs and Business Development in the European region for global aluminium leaders Arconic and Alcoa, and held public affairs roles at Hyundai Motor Company, the Confederation of Italian Industry and Alcan. Francesca holds a degree in Political Science and International Relations from the University of Turin in Italy and a Master of Art's Degree in European Studies from the College of Europe in Warsaw, Poland.

14:35 / 14:50

Close the Glass Loop: The European ambition to collect glass more and better, together



VANESSA CHESNOT - Senior Product Policy Manager, FEVE - the European Container Glass Federation

Spirits drinks are one of the container glass industry's leading customers, with most products packed in glass. Glass is a permanent material that is 100% and infinitely recyclable and reusable in local closed loop systems. FEVE will provide an opportunity to learn about concrete initiatives by the container glass industry to offer a climate-neutral and circular packaging solution in line with the EU's Green Deal agenda. Vanessa will also highlight the importance of partnerships across value chains to drive this transition to a climate-neutral EU Circular Economy.

Vanessa is Senior Product Policy Manager at FEVE, the European Container Glass Federation, dealing in particular with Circular Economy topics and coordinating Close the Glass Loop, a multi-stakeholder partnership to establish a material stewardship programme that will result in more bottle-to-bottle recycling. Formerly a Director and Head of Practice at Grayling's Brussels, she counseled clients in the transport, environment, energy and food industries. Vanessa also worked at the Representation of PSA Peugeot Citroën to the EU, handling environment, transport, consumer and competitiveness issues.

14:50 / 15:05

PPWD, EGD, CEAP, XYZ - what does it mean to me?



MIKE TURNER - Managing Director, ECMA - the European Carton Makers Association

Mike will discuss the sustainability attributes of fibre packaging and the value folding cartons bring to spirits packaging whilst touching on the legislative tsunami emanating from Brussels coupled with the changing political landscape.

Mike Turner is the Managing Director of the European Carton Makers Association (ECMA) who are the 'voice' of the European carton sector, representing over 500 companies with 50,000 staff. Mr Turner joined ECMA in September 2019 from Graphic Packaging International, where he served as Managing Director of their EMEA Foodservice Packaging business. Prior to that, Mr Turner spent 14 years with International Paper, working in positions of increasing responsibility culminating in the position of Managing Director of their EMEA Consumer Packaging Business and Senior Lead Team member of their Global Foodservice Packaging Business. Prior to that, Mr Turner spent 10 years with M-Real, a Scandinavian paper mill and merchant group. Mr Turner has also served 4 years as President and Chairman of the Brussels based 'Pack2Go' representing manufacturers of packaging for food & beverages 'to go'. Mr Turner serves on the Board of 'First Steps' which is a UK based family & child support Charity.

15:05 / 15:20

The revision of the EU Packaging and Packaging Waste Directive



DAVID BUHE - Policy Officer for Packaging and Packaging Waste Directive - European Commission DG ENV (B.3)

David will provide an update on the process and next steps of the revision of the PPWD which has the clear objective to propose new ambitions on waste prevention. The current thinking of the European Commission on objectives & targets will be explained with a view to waste reduction targets for, a.o., the spirits sector as well as the revision of the Essential Requirements.

David Buhde is Policy Officer for Packaging waste at the European Commission. He is actively involved in the review of the Packaging Waste Directive that will focus on waste prevention and products design. Previously, at the French Ministry of Ecology, he was responsible for the European Plastic Pact signed in 2020 to achieve better lifecycle management of plastics. In 2019, he was in charge of environmental priorities (climate change, biodiversity and ocean protection) for the French presidency of the G7. He also has a background in Maritime Administration and worked for 5 years in the protection of the oceans including fighting against all forms of pollution. He focused his efforts in building a network of stakeholders to tackle plastic pollution on the coast.

15:20 / 15:35

Transport packaging in the frame of the PPWD review



KRASSIMIRA KAZASHKA - Technical Director at FEFCO – The European Federation of Corrugated Board Manufacturers

Krassimira will present the sustainability credentials and other benefits of cardboard corrugated packaging. A circular product with a spirit used as secondary or transport packaging to pack and protect around 75% of the goods in Europe. Packaging with many strengths like renewability and recyclability aiming to meet the business needs of the customers and supporting the EU ambitions. The presentation will also elaborate on the challenges and opportunities for transport packaging coming from the review of the Packaging Waste Directive.

Krassimira Kazashka is the Technical Director of FEFCO which represents over 400 companies producing cardboard corrugated packaging. In her role, she is responsible for sustainability and technical issues, EU public affairs and policies. Prior to joining FEFCO in 2014, she worked in industry, national government, and the European Commission. Krassimira holds an MSc in Chemical Engineering, a European MSc in Environmental Protection and an MBA from Vlerick Business School, Belgium.

15:35 / 15:50

Mainstreaming reuse for a circular future



EMILY LIN - Global Packaging Sustainability Program Manager – Diageo

Now more than ever, consumers and policy makers alike are expecting producers to reduce waste and take ownership of the end of life of packaging materials. Designing packages to be recyclable and reducing virgin content are steps to improve the environmental impact, but as an industry we will almost certainly need to pursue more drastic measures to be able to meet our packaging emissions targets. Reuse supply chain models are regionally adopted in developing economies but have yet to gain mainstream appeal in most developed markets. The variety of commerce channels, local and varied regulations on alcohol, global supply chains, and consumer behavior all impact the ease of implanting a more widespread reuse model. This presentation will address to unique challenges to the spirits industry and the opportunity to mainstream reuse models for a circular future.

Emily Lin has been with Diageo for 11 years in various technical roles in the US and in Singapore. She is currently leading Diageo's global strategy on how the company can reinvent packaging, covering everything from material choices, formats of packaging as well as supply chain models. Emily has a personal passion for conservation and is always seeking new, innovative ways to reduce her family's carbon footprint.

15:50 / 16:10

Circular Cans: Our vision to increase real recycling by 2030



ROBERT-JAN TER MORSCHÉ - European Director Product Stewardship & Packaging Policy – Ardagh Group & Beverage Executive Committee Chair – Metal Packaging Europe

With the momentum to make packaging value chains fully sustainable at a high, Metal Packaging Europe and its Beverage Commission are keen to make the can one of the most sustainable and innovative packaging choices for spirit drinks and beverages in general. During the presentation, actions our industry is taking to achieve its '2030 Vision for a fully Circular Beverage Can' will be outlined. Further, an open call for cooperation will be made to the spirits industry as well as to key stakeholders along the value chain. The aim is to ensure coordination and cooperation to develop joint actions that will actively contribute to the achievement of sustainable packaging.

Robert-Jan ter Morsche is the European Director Product Stewardship & Packaging Policy at Ardagh Group. Robert-Jan has over 20 years of experience with sustainable packaging systems, EPR systems, waste management and environmental technologies. In the past, he has been the Chair of various packaging associations in the Netherlands and he is currently the chair of MVN, the Dutch Association for Metal Packaging. With such an extensive experience and activity in the field of packaging, he has also served as Chair of the Beverage Executive Committee in Metal Packaging Europe. Robert-Jan holds a Master's Degree in Economics, International Management and Marketing from the University of Maastricht, the Netherlands.

16:10 / 16:25

*Panel discussion with speakers
moderated by Sarah Melina Siebel*

16:25 / 16:30

The way forward and closing remarks by Ulrich Adam

WE LOOK FORWARD TO WELCOMING YOU AND TO ENGAGE IN LIVELY DISCUSSIONS WITH YOU!



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